

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**
Friday, June 12th, 2020 – 10:00am to 12:00pm
Virtual Meeting Via Zoom: Description:

Join Zoom Meeting

<https://us02web.zoom.us/j/81854752626?pwd=RnVWTm1TYXlSY3M3c2NZTFJLajdGdz09>

Meeting ID: 818 5475 2626

Password: 861673

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett - 10:10 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:15 am
4. Marketing Committee Report:
 - a. COVID-19 Metrics- Jonathan Smithgall, Director of Digital Marketing, Love Communications - 10:30 am
 - b. Impact of COVID-19 on Current Marketing Campaigns - Jonathan Smithgall, Director of Digital Marketing, Love Communications - 10:45 am
 - c. Plan and Messaging Related to COVID-19 - Kylie Kullack, Head of Client Partnership, Struck; Lee Banov, Strategist, Struck; and Scott Sorenson, Creative Director; Struck - 10:55 am
 - d. Urban Content and creative strategies - Andrew Gillman, Tourism Creative and Content Director, Utah Office of Tourism - 11:10 am
 - e. Global Markets Update - Rachel Bremer, Tourism Global Markets Director, Utah Office of Tourism - 11:25 am
5. UTIA Update: Cody Adent, Executive Director, Utah Tourism Industry Association - 11:45 am
6. Announcements/Upcoming Events – Board and Public - 11:55 am

Meeting adjourned

The August board meeting will be held on Friday, August 14th location TBD.

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state